

TOWN OF
Blacksburg
a special place

Main Street Construction

July 28, 2011

Communications Plan

- I. The Pre-Construction and Construction Phase of our Communications Plan**
 - A. Media and public safety briefings**
 - B. Meetings with property owners**
 - C. Project web page created**
 - D. Project blog created and updated weekly**
 - E. Ongoing use of social media and Blacksburg Alert to communicate project updates and road closures**
 - F. Designed banners to hang on downtown businesses and construction signs for main thoroughfares.**

**Why was there so much effort put into the
publicity of this project you ask?**

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Keys for Success

- A. Availability
- B. Getting to know the affected businesses
- C. Responding to concerns immediately
- D. Being extremely honest, no sugar coating
- E. Do what you say you are going to do when you say you are going to do it!
- F. Availability

Share the Vision

- A. Help people envision the improvements**
- B. Believe in what you are doing**
- C. Sell the product**

Roundabout Communications

- A. Distributed flyers with detour map and basic project information to affected businesses**
- B. Meetings with first responders and BT about detours**

Roundabout Communications

- C. Posting signs in the in front of affected businesses (India Garden, etc) that says *Please Come In We're Open*. Reiterate those same messages on blog and on social media sites



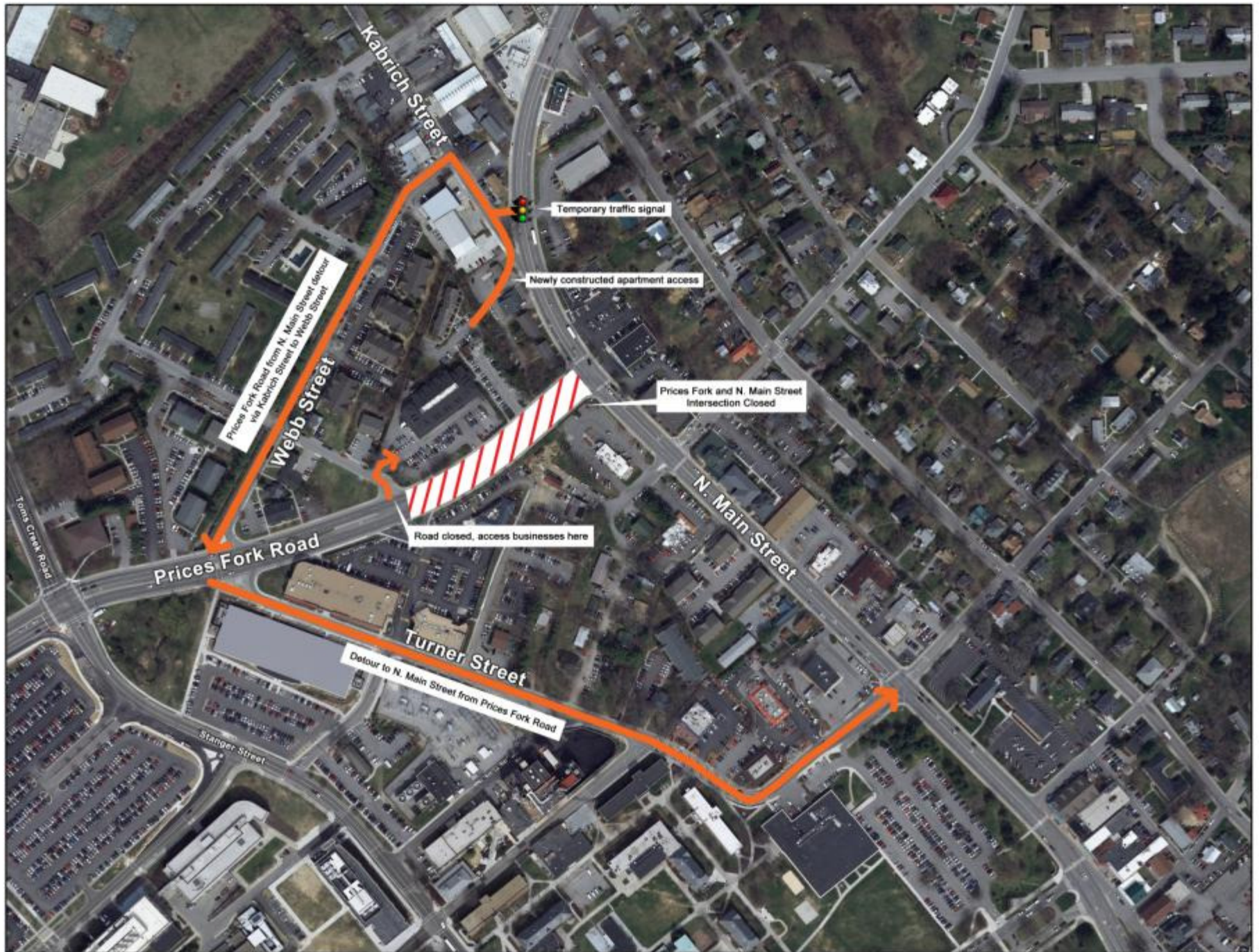
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Prices Fork Sign

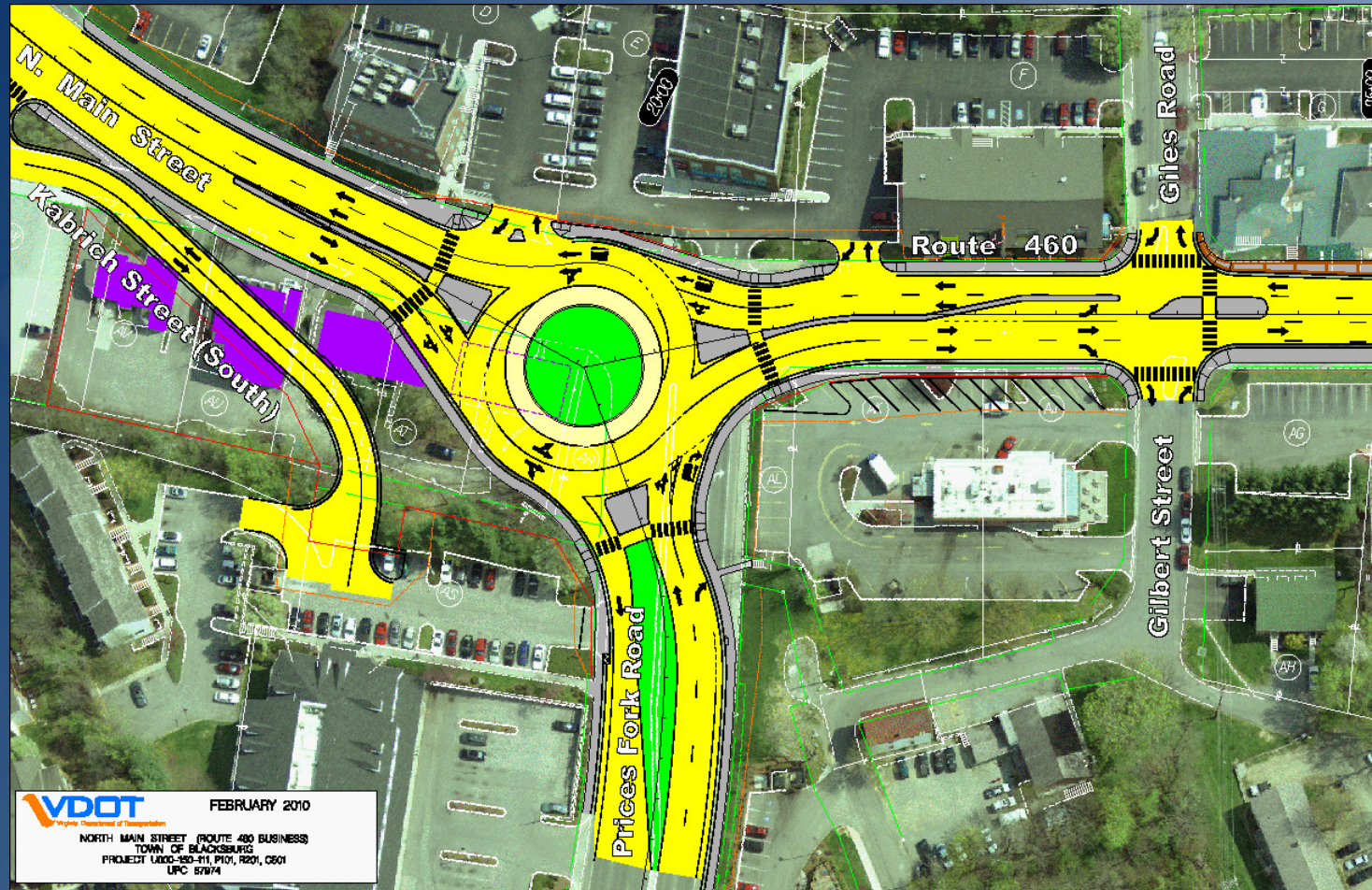


Roundabout Communications

- D. Prior to construction, issue a news release about upcoming detour and construction**
- **Send Blacksburg Alert, post on social media sites, town website and the project blog about the roundabout construction and detours. Coordinate with Virginia Tech**
 - **Create a detour PSA to air on WTOB, social media sites, etc showing the detour and explaining the project**



Remaining area to be constructed



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Questions?

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